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ABSTRACT

This student booklet provides an introduction to the city of Philadelphia and explores the city's global connections. The volume contains the following chapters: (1) "Philadelphia: The City of Neighborhoods"; (2) "International Visitors Enjoy Our Sights"; (3) "Foreign Students Make a Temporary Home With Us"; and (4) "Philadelphia and International Business." Map activities, a glossary of terms, and a six-item bibliography are included in the booklet. (EH)

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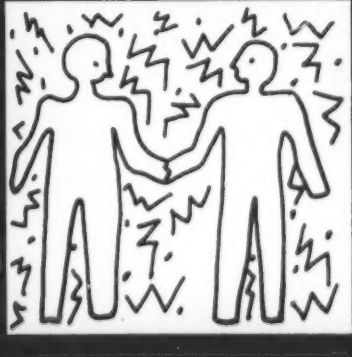

SEEING THE WORLD THROUGH PHILADELPHIA

THE INTERNATIONAL CITY

THE WORLD AFFAIRS COUNCIL OF PHILADELPHIA

SO 025 508

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The World Affairs Council of Philadelphia.

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INTRODUCTION

You have already learned that Philadelphia is the home for people from many countries around the world. This is part of the rich history of our city. Over three hundred years ago, William Penn founded Philadelphia as a "holy experiment." Our city was founded to welcome all, regardless of race, religion or nationality.

Philadelphia is really an international city. If we look carefully, we can see evidence of international Philadelphia all around us.

In this booklet you are going to learn how Philadelphia is an international city and you will see exactly what some of our international connections are.

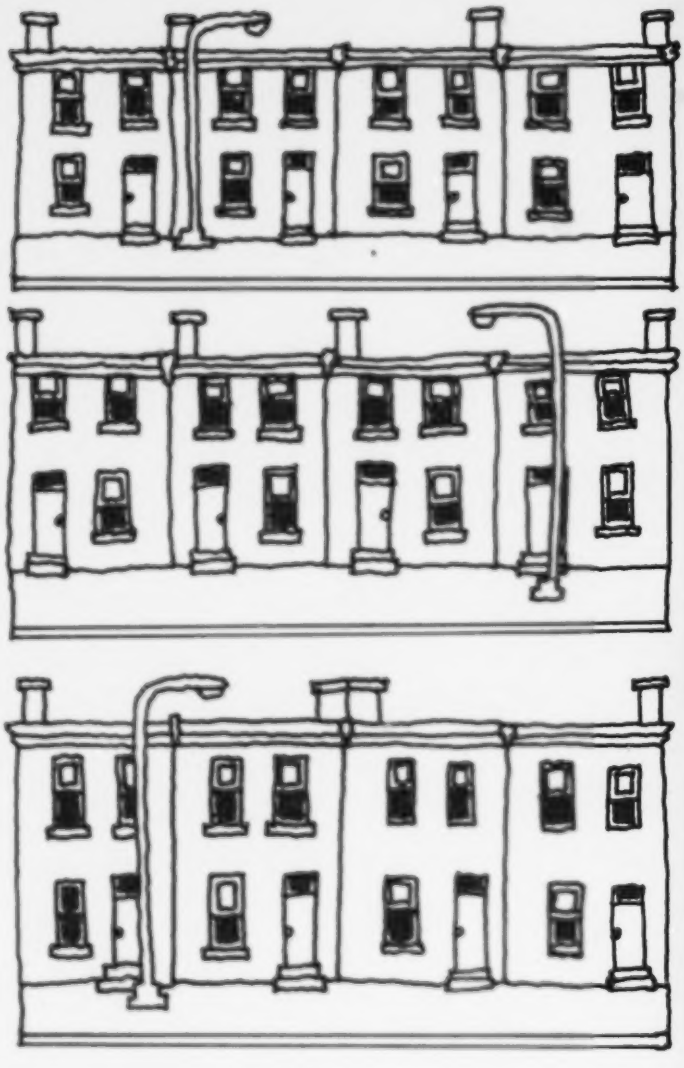
Before you start to read and explore, can you name two examples of Philadelphia as an international city? HINTS: Think of your classmates. Were all of them born in the United States?

1.

2.

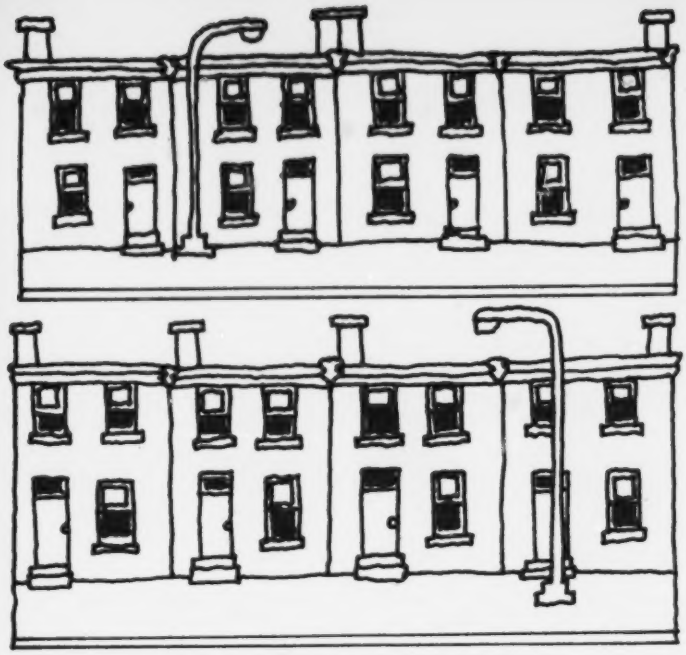
Now that you are thinking "international," you are ready to explore . . .

PHILADELPHIA: THE CITY OF NEIGHBORHOODS



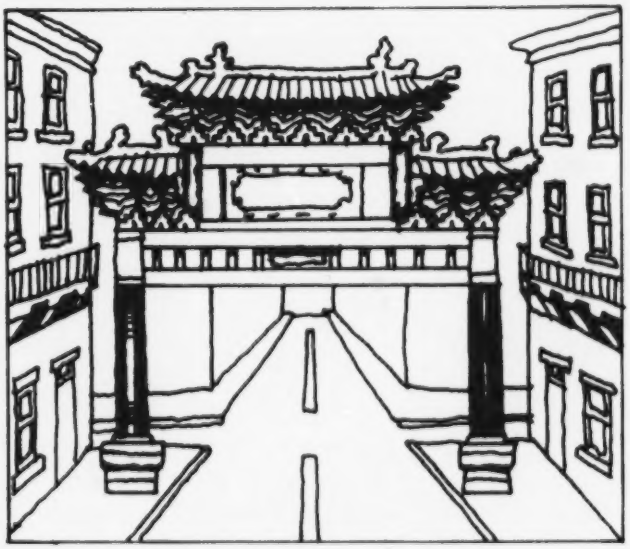
Where is your **neighborhood** located in Philadelphia? Wherever it is, there is a good chance that it has some international "flavor" to it. A neighborhood is an area where people live near each other and develop relationships. When people from various regions of the world came to Philadelphia to live, they often settled near others of the same nationality. In this way **ethnic** neighborhoods sprang up all over Philadelphia. In some neighborhoods people of several different nationalities lived together. In other neighborhoods people gathered together from one ethnic group. These settlers and **immigrants** felt comfortable living near each other because they shared a common language and traditions. Today, ethnic neighborhoods still exist in Philadelphia. Some of them have changed as one cultural group moves out and another wave of "new Americans" moves in. All of these neighborhoods are interesting to us because they are part of our **heritage** and they add an international dimension to our city. In this chapter we will look at a few of Philadelphia's neighborhoods. Maybe one of them will be yours!

Have you ever shopped at the Italian Market? The Italian Market runs along 9th Street in a neighborhood called Bella Vista. Bella Vista lies below South Street and between 6th and 11th Streets. Like Bella Vista, the Italian Market was predominantly Italian. Shops in the market still sell everything from Italian pastries and pastas to kitchenwares and special Italian cheeses. However, as you walk through the Italian Market and the streets **adjacent** to it, you will notice that it has become more of an international market. The Italian influence is strong yet shopkeepers from many different cultural backgrounds now sell goods which reflect their ethnic traditions. In the past 30 years, Bella Vista has also become more international. Lebanese, Koreans, blacks and others have joined their Italian counterparts and settled in Bella Vista.



Fishtown is a neighborhood bounded by Kensington, to the north, and Northern Liberties, to the south. In 1842 Charles Dickens visited Philadelphia and **dubbed** the area "Fishtown" because it reminded him of London's fish markets. Fishtown is full of two and three story row houses which line small streets and alleyways along the Delaware River. Fishtown was mostly an English community, with a few Irish and German residents, until the early 20th century when Poles, Ukranians and Lithuanians settled the area. Today, descendants from all of these nationalities **inhabit** Fishtown.

Another Philadelphia neighborhood which has a definite international flavor is Chinatown. This is certainly a very interesting part of Philadelphia and the influence of China **abounds**. From the Chinese writing on restaurant signs to the beautiful gate on 10th Street, you know that you are experiencing a very rich and ancient culture. There are many similarities with the Italian Market area—specialty shops, traditional foods and the spoken language. Did you know that there are more than 5,000 **characters** in Chinese? It is a very difficult language to learn, but one that is very important in the world today.

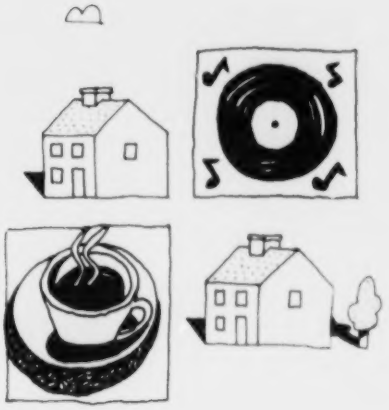


One of the oldest areas of our city, which we know today as Northern Liberties, was known as "Camping Down" in earlier times. This area, which was originally occupied by Lenape Indians, became known as a neighborhood representing many diverse cultures. Germans, Russians, Rumanians, Jews, Greeks, Czechs, Ukranians, **Kalmucks**, Quakers (Friends) and Africans all came to live in Northern Liberties. The Old Friends Meeting House at 4th and Green Streets was a place where runaway slaves hid. This area was one of the first places that blacks settled in Philadelphia. Many Puerto Ricans have made their home in the Northern Liberties area. One center of business for them is along 5th Street in this section of the city. Northern Liberties is the neighborhood where the William W. Bodine High School for International Affairs is located. Today when you walk around the Northern Liberties area you will notice the harmony which exists among neighbors of various racial and cultural groups.

YOUR COMMUNITY AND THE WORLD

Our local communities have many **linkages** to the world. What are the global connections of your neighborhood? What are some of the ways your community is linked to the world?

Here is an exercise for you to do. When you complete it, you will have learned something more about your community and the world.



***A.**

GROCERY STORE — Visit a neighborhood grocery store or market. You will find that many items sold there come from other countries. For many items, such as bananas or coffee, it is often difficult to tell in what country they were produced. Other items, including many canned or bottled goods, are clearly labeled. Find *three* foreign-made items (whose labels show where they were produced) and complete the information below:

PRODUCT	BRAND NAME	COUNTRY
1.		
2.		
3.		

Grocery Store Visited: Name _____

Address _____

_____

***B.**

RECORD STORE — Music is an international language. American music is popular around the world. Music from other lands is often popular in the U.S. Look in a record store in your neighborhood for records made in other countries. Then complete the information below:

PERFORMER	NAME OF RECORD	COUNTRY
1.		
2.		
3.		

Record Store Visited: Name _____

Address _____

_____

***C.**
RESTAURANTS — Many restaurants in your community specialize in foods of foreign countries. Can you find *three* restaurants in your neighborhood that specialize in foreign foods? Provide the information below:

RESTAURANT NAME	COUNTRY OF FOOD SPECIALTY
1.	
2.	
3.	

***D.**
VARIETY STORE — Visit a variety store (like Woolworth's, Rite Aid, or 7-11) in your neighborhood. Again you are looking for *three* products made in other countries. Complete the information below:

PRODUCT	BRAND NAME	COUNTRY WHERE MADE
1.		
2.		
3.		

Store Visited: Name _____

Address _____

_____

***E.**
PEOPLE — Some people in your neighborhood have also come from foreign countries. You probably know of some among your friends, neighbors or relatives. If not, ask them if they know people who have moved to your neighborhood from foreign lands. Then complete the information below:

PERSON/S NAME	WHERE THEY LIVE	COUNTRY THEY ARE FROM
1.		
2.		
3.		

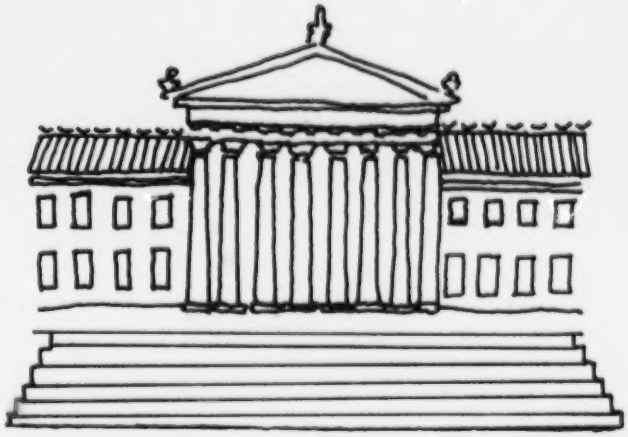
MAP OF GLOBAL CONNECTIONS OF YOUR COMMUNITY

Now make a list of the different countries that you listed above. Shade in these countries on the world map. Label each country very clearly. Then, using a ruler, draw a line from Philadelphia to each of the countries to indicate a link between your community and that country.

7

INTERNATIONAL VISITORS ENJOY OUR SIGHTS

Although you may not believe it, people from almost every country and territory in the world have visited Philadelphia! Last year approximately 5,000 foreign visitors came to our city from places like Kenya, Nepal, Kuwait, Ecuador and France. They came from 100 different countries on six continents around the globe.

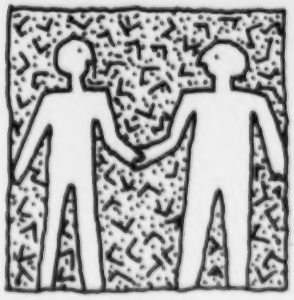


Who are our international visitors? Why do they come to Philadelphia? Some visitors come to Philadelphia to spend their vacations and to see our many historical and cultural attractions. Many of our guests, however, are not tourists. They are leaders of business, government and education in their countries. These leaders come to Philadelphia to learn from our experts in banking, **pharmaceuticals**, universities and government. The knowledge which visiting leaders take home will help them make decisions that may eventually affect their government's policies in trade, foreign affairs, education and other vital areas. Foreign guests also give something to Philadelphia when they visit. They share their country's customs and culture with us and we learn a little bit more about the world outside the United States.

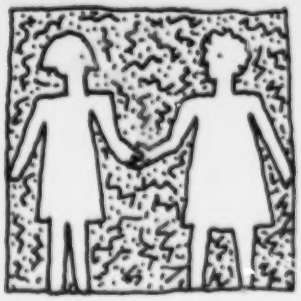
Have you ever welcomed a foreign visitor into your classroom? If you have, you are very fortunate because you have had a firsthand glimpse of what life is like in another country.

Would you like to welcome a foreign visitor to your classroom? This is one of the best ways to learn about another country. People are any country's richest **resource**. They can communicate things about their country beyond what we can learn from books.

HOSTING A FOREIGN GUEST



Buenos días



Bonjour

A.
PLAN A VISIT — Let's plan a visit by a foreign guest. List three things you will do to prepare for this visit.

1.

2.

3.

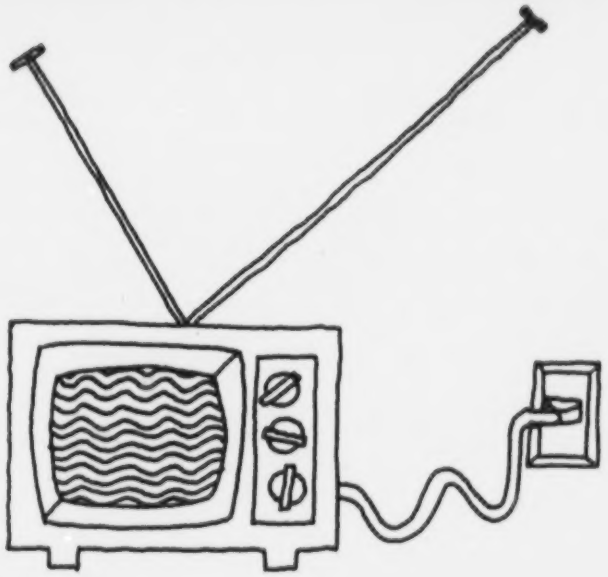
(HINT: How about learning how to welcome your guest in his or her own language?)

WELCOMING A FOREIGN FRIEND

LANGUAGE	GREETING	PHONETIC
English	Hello	h llo
French	Bonjour	bone-jūr
Spanish	Buenos días	bwáy-nos dée-as
German	Guten tag	goo-ten tahk
Italian	Buon giorno	bwon jorno
Portuguese	Bomdia	bong dee-a
Swedish	God dag	gōd dag
Dutch	Goede dag	ghoo-der dahgh
Hebrew	Shaíom שלום	sh -lōm
Polish	Dzień dobry	tydzień dobre
Greek	Jelá σας	yassas
Chinese	你好	nǐ hǎo
Russian	ЗДРÁВСТВУЙТЕ	zdrástvuytye
Japanese	Konnichi wa こんにちは	kohn-neechee-wah

* **B.**
A VISITOR'S IMPRESSIONS — Let's put ourselves in the "shoes" of a foreign visitor. Discuss what impressions a foreign person might have of the United States before he or she visits and where these impressions come from by doing the following exercise:

American T.V. shows are one way in which foreign visitors form opinions about the U.S. before they come to visit us. Look over copies of some T.V. schedules from other countries, in this booklet. Discuss what impressions a viewer might have of Americans and the U.S. after watching some of the shows listed. Are these impressions true or false? What would you like to change about some of these impressions?



BUENOS AIRES, ARGENTINA

Wednesday Evening
5:30 p.m. (5) La isla de Gilligan (Gilligan's Island)
5:30 p.m. (8) Los ângeles de Charlie (Charlie's Angels)
7:00 p.m. (8) Las aventuras de B.J. (B.J. and the Bear)
8:00 p.m. (8) Rockford
9:00 p.m. (5) Las calles de San Francisco (The Streets of San Francisco)
9:00 p.m. (8) 60 Minutes
10:00 p.m. (5) Kojak
10:00 p.m. (8) Dinastia (Dynasty)
11:00 p.m. (8) Damasiado juntos (Three's Company)

MADRID, SPAIN

Saturday Evening
5:30 p.m. (9) La Pantera Rosa (The Pink Panther)
7:00 p.m. (6) Lou Grant
8:00 p.m. (6) Estrenos: Gritto de Muerte, "Cry of Death," an American movie about murders by a maniac in New York City.
10:00 p.m. (9) Sâbado cine: Harper investigador privato, "Harper," an American movie about the dangerous adventures of a private detective trying to find a missing man.

LUSAKA, ZAMBIA

Wednesday Evening
5:25 p.m. (5) Laverne and Shirley
7:45 p.m. (5) Buck Rogers

Saturday Evening
4:05 p.m. (5) The Fonz and the Happy Days Gang
4:30 p.m. (5) Tarzan
5:40 p.m. (5) Little House on the Prairie
7:15 p.m. (5) Bionic Woman
10:05 p.m. (5) Breaking Away

SINGAPORE, SINGAPORE

Wednesday Evening
7:00 p.m. (7) Happy Days
8:35 p.m. (7) Shopping Guide (English)
8:40 p.m. (7) Magnum
9:30 p.m. (9) Dynasty
10:30 p.m. (9) Private Benjamin
10:45 p.m. (7) Nova
11:05 p.m. (7) Jaws
(American movie dubbed in Chinese about a man-eating shark terrorizing a Long Island New York summer resort)

PARIS, FRANCE

Saturday Evening
9:50 p.m. (7) Dallas

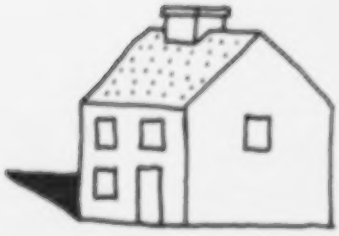
C.

A TOUR OF PHILADELPHIA — Now let's plan the sights we will take our guest to see while he or she is visiting Philadelphia. Keep in mind that you are helping your foreign guest to know Philadelphia, Americans and the U.S. You are the ambassador and your guest may form an opinion of our country based upon the impressions he or she forms while visiting with you. *List four places* you would take a foreign guest to visit if you were showing him around the city. Why would you show him these particular places? *List your reasons* for visiting a particular place.

PLACES	WHY WOULD YOU VISIT THESE SPOTS?
1.	1.
2.	2.
3.	3.
4.	4.

(HINT: Think about what you would want your guest to know about your school or you).

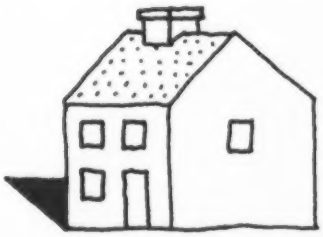
FOREIGN STUDENTS MAKE A TEMPORARY HOME WITH US



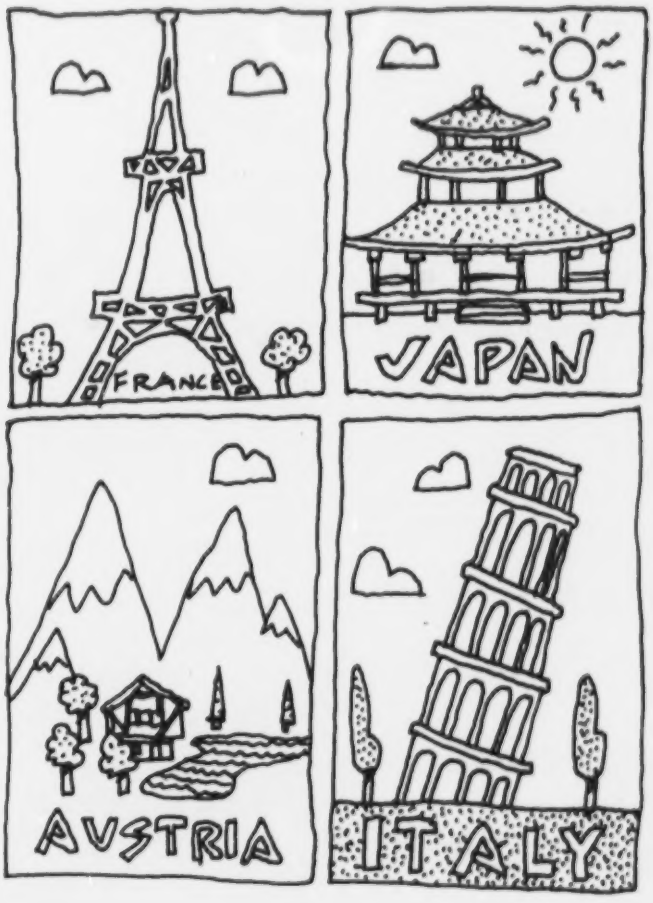
Each year students from around the world come to study in Philadelphia high schools and universities. Last year alone, over 4,000 students came from foreign countries to study with us. As a state, Pennsylvania has the ninth largest enrollment of foreign students and these students contribute over 50 million dollars to Pennsylvania's economy in living expenses!

Who are these students? What have they come to study? Why have they chosen Philadelphia? Many of the younger foreign students are participating in youth exchange programs such as American Field Service (AFS), Youth for Understanding (YFU) and the Experiment in International Living. These students come to live for a year with a Philadelphia family and experience American culture and lifestyles firsthand. They attend local high schools where they take classes with American students and are able to improve their English.

Other students come to study at one of Philadelphia's many excellent universities. At the University of Pennsylvania, foreign students make up ten percent of the total population. Most of this ten percent comes from Korea, Japan, Taiwan and India. Some of these students live at a place called International House, which is in the University City area. Students living at International House are from all over the world and despite many different customs and cultures, the students live and study together. Many students at the university level come to Philadelphia to study **technologies** which they may not be able to study in their own countries. The three most popular areas of study are: engineering, business and management, and the sciences. A visiting student may have a better opportunity for a good job at home after having earned a degree from an American university in his or her field.



Philadelphia is a popular place for foreign students to choose because it has a wide variety of famous and respected universities and colleges. Philadelphia also boasts two institutes of music, three colleges of art and many superior colleges and universities in its suburban areas as well. Philadelphia also offers an atmosphere of excitement and culture which are a special part of a northeastern American city. All of these qualities and opportunities appeal to a foreign student who is interested in coming to study in the United States.



FOREIGN STUDENTS

A.
STUDYING ABROAD — Have you ever considered studying abroad? Where would you like to study if you were given an opportunity in high school or college? List the country and a specific city where you would be interested in studying. Describe the reasons why you would like to study there and what you might be able to learn that you might not in the U.S. (HINT: Go back over this chapter and notice what students studying in Philadelphia were interested in learning. Then think about what makes this country you have picked a special place for you to be. Do you have grandparents or relatives from this place? Is the city you have chosen an art center or is it well-known for sports?)

NAME OF COUNTRY AND CITY

1.

WHY WOULD YOU LIKE TO STUDY THERE?

1.

SEARCH AND FIND

The Word "STUDENT" in Many Languages

1. étudiant (French)
2. studente (Italian)
3. estudiante (Spanish)
4. akademik (Polish)
5. öğrenci (Turkish)
6. mwanafunzi (Swahili)
7. forsker (Norwegian)
8. gakusei (Japanese)
9. xuéshēng (Chinese)
10. estudante (Portuguese)
11. stew-dyent (Russian)
12. tahlmeed (Hebrew)
13. student (English, German, Swedish, Danish, Dutch)

A	K	K	I	Q	F	G	X	P	M	A
R	M	W	A	N	A	F	U	U	Z	I
E	A	I	S	T	U	D	E	N	T	E
L	I	P	C	E	N	T	S	O	N	E
D	L	E	E	N	Y	L	H	J	R	M
E	O	V	S	T	E	B	E	V	S	E
E	C	F	T	U	U	R	N	S	T	T
M	P	O	U	B	K	D	G	X	U	N
L	R	R	D	A	J	A	I	O	D	A
H	Q	S	I	K	Z	P	G	A	E	D
A	A	K	A	D	E	M	I	K	N	U
T	X	E	N	W	A	Y	B	F	T	T
Z	F	R	T	I	L	T	E	D	Z	S
Y	T	N	E	Y	D	W	E	T	S	E
S	Y	W	H	J	L	C	X	A	O	A

PHILADELPHIA AND INTERNATIONAL BUSINESS

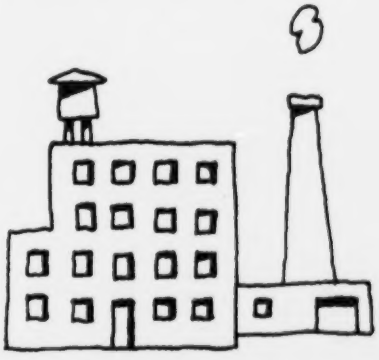
Now that you have read the first three chapters, you are probably thinking of Philadelphia as a setting for a great deal of international activity. You have an understanding of some of Philadelphia's neighborhoods which are home to people from many different cultural groups. You may have begun to realize that our city hosts many international visitors and students every year.

In this chapter, it is time to change our focus. Let's examine a different aspect of Philadelphia's international activity. We will examine the ways in which Philadelphia is involved in international business. There are many American and foreign companies in Philadelphia which are part of the city's international picture. Philadelphia companies such as SmithKline Beecham and Scott Paper Company make and sell their products all over the world. In this same way, foreign companies from around the world come to Philadelphia to make and sell their products. So, foreign companies and companies based in Philadelphia **invest** money and create new **markets** for their products. This idea of companies going to other countries to open new branches of their business gives us a picture of an international **network**. Foreign money is being invested in Philadelphia, and American dollars are being invested abroad by Philadelphians. It is exciting to be a part of such an important **economic cycle**.

First, let's talk about the idea of companies investing money in a country other than their own so that they can create new markets for their products. Wherever a company sells its products is called a market. It isn't the same as a supermarket or grocery store, but the term 'market' the way we are using it refers to a bigger idea. So, when a company looks for new markets, it is really looking for new geographical areas in which to sell and distribute its products. When a company wants to expand beyond its **native** country, that company would like to find new geographical areas in other countries in which to open new branches of its business. When a company opens a branch of its business in another country, it spends money to sell its products. The company spends money to advertise its products in the community, to hire employees and to buy a building in which to make or store its products. This money which a company spends to open a new branch of its business is called an **investment.** A business or person makes an investment by putting money into something in order to make a **profit.** A foreign business person may invest money in Philadelphia by purchasing a building or a business. These people hope to make more money than the amount of money which they put into their building or business. When companies from Philadelphia open a new branch of their business abroad, it is the same idea. It is an investment because the company puts money into their new **operation** so that eventually they could make a profit.

A company is successful when many people want to buy its products or use its services. Many successful companies want to expand beyond their own countries. They look for other countries where their products or services will be successful and open branches of their businesses in those countries. When Philadelphia companies open an operation in a foreign country, they hire employees from that country to work for and manage the business. The company tries to make sure that each product or service will be popular with a host country's **consumers.**

The state of Pennsylvania is ranked the fourth highest state for attracting foreign investors. There are many companies in the city of Philadelphia with foreign owners. Some of them might surprise you! Many of them have names which you will recognize. Foreign companies and investors are involved in part or all of the following Philadelphia businesses: Four Seasons Hotel (Canadian); Hershey Hotel (West German); Four Penn Center (the government of Singapore); the Fidelity Bank Building (United Arab Emirates) and the list goes on. In the suburbs of Philadelphia, Mack Truck is partially owned by a French car manufacturer, Renault. Swiss-owned Beech-Nut Corporation, a baby food company, has headquarters in Fort Washington, Pennsylvania. F.A.O. Schwarz toy store is a branch of the Swiss-owned toy store. One advantage of having foreign companies located in the Philadelphia are is that if they manufacture their products in the U.S. they may provide jobs for Philadelphians. So, foreign investors can contribute to the well-being of our city by investing their money in Philadelphia.



INTERNATIONAL BUSINESS: WHERE DO YOU FIT IN?

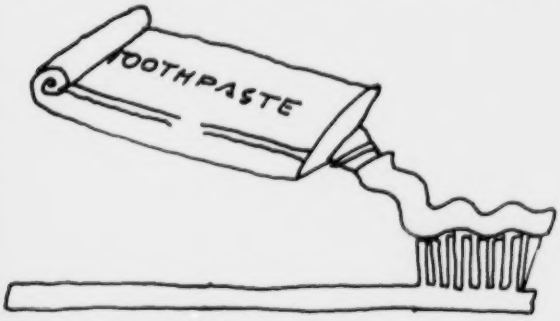
A.
FOREIGN INVESTMENT — Here is a list of buildings and businesses in Philadelphia. Most of them are ones which you will know. See if you can *name the country* of the company which has invested in these businesses.
(HINT: Look back over your chapter!)

1. Mack Truck _____
2. Beech-Nut Corporation _____
3. The Hershey Hotel _____
4. The Four Seasons Hotel _____
5. Fidelity Bank Building _____

* **B.**
THE CLOTHES IN YOUR CLOSET — Find at least five items of your clothing that were made outside of the U.S. Use clothing labels to find out where the garment was made. List the item and country below!

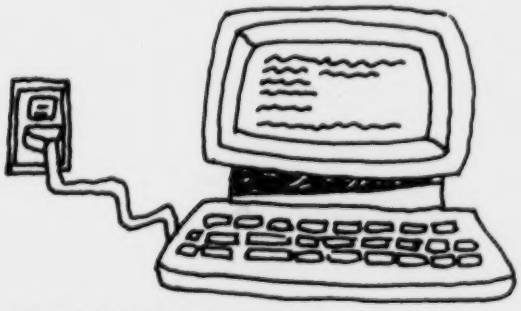
ITEM OF CLOTHING	WHERE MANUFACTURED
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

C.
INTERNATIONAL BUSINESSES — Read the material about each company below. Under the heading, "Familiar Brands," circle any products which you buy regularly or any stores and restaurants which you visit frequently. Use a contrasting color of ink so that those names which you have circled stand out. When you finish, you will be able to see, by the number of circles, how involved you are in the web of international business.



*COLGATE-PALMOLIVE:

Headquarters: New York, U.S.A.
Familiar Brands: Colgate, Palmolive, Fab, Irish Spring, Ajax, Fresh Start, Curad, Cold Power, Bancroft (sporting equipment)
International Activities: 60% of total sales are outside of the U.S.



*WARNER COMMUNICATIONS:

Headquarters: New York, U.S.A.
Familiar Brands: Warner Brothers movies and records; *Record labels:* Atlantic, Electra, Asylum, Cotillion, Reprise; *Comics:* Batman, Wonder Woman, Superman, Tarzan; Atari Video games and computers; N.Y. Cosmos (soccer team)
International Activities: 40% of movie and record profits are from foreign operations

*NESTLE:

Headquarters: Vevy, Switzerland
Familiar Brands: Nescafe, Nestea, Nestle's, Taster's Choice, Stouffer's frozen foods, restaurants, hotels; L'Oreal Cosmetics
International Activities: 97% of Nestlé sales are outside of Switzerland

*BAYER:

Headquarters: Leverkusen, West Germany
Familiar Brands: Bayer, Alka-Seltzer
International Activities: 76% of sales are outside of West Germany

*UNILEVER:

Headquarters: London, Great Britain & Rotterdam, Netherlands
Familiar Brands: Birds Eye (Frozen Foods), Lipton, Wisk, Lux, All, Imperial, Aim, Close-Up
International Activities: 90% of sales are outside of the U.S.

MAP ACTIVITY

D.

PHILADELPHIA COMPANIES ABROAD — We now know why companies expand abroad. Let's find out who some of these companies are and where they are located abroad. We will use the following three examples: SmithKline Beecham Corporation, Scott Paper Company and Rohm and Haas Company.

Read the information below about each company. Next, put the corresponding symbol for each *company* in the countries where they are located.

SYMBOL:

- ● SmithKline Beecham is a health care corporation which sells and researches pharmaceuticals.
- o Scott Paper produces and sells many different types of paper products such as paper towels and printing paper.
- X Rohm and Haas manufactures and sells industrial and agricultural chemicals.

● SmithKline Beecham

Mexico
Brazil
Argentina
Italy
Spain
France
Ireland
Canada
Bahamas
United Kingdom
Belgium
Netherlands
West Germany
Sweden
Japan
Philippines
Pakistan
Australia
South Africa
India

o Scott Paper

Canada
Mexico
Costa Rica
Colombia
Argentina
Italy
France
United Kingdom
Belgium
West Germany
Korea
Japan
Taiwan
Hong Kong
Philippines
Malaysia
Singapore
Australia

X Rohm and Haas

Bermuda
Canada
Mexico
Costa Rica
Colombia
Italy
France
United Kingdom
Sweden
Japan
Taiwan
Philippines
Australia
India
New Zealand

21

If someone asked you the question, "Why is Philadelphia an international city?" what would you tell them about some of the city's international aspects? You might begin by telling them about Philadelphia's many neighborhoods which are home to people from all over the world and that the city's many ethnic traditions add a real international flavor. Next, you might mention that students from all over the world come to study in Philadelphia. You could tell them that many foreign business people have opened branches of their businesses in Philadelphia. You might explain to them that there are many Philadelphia business people who have expanded their businesses to open branches in foreign countries. Finally, you could explain that visitors come to Philadelphia from all over the world to see this city and to share a bit of their culture with us. Philadelphia is truly an international city.

GLOSSARY OF TERMS

abound - To be abundant or in plentiful supply.

adjacent - Lying near or close by; adjoining.

branch - A store, office, etc., away from the main unit: Our bank has 18 branches.

consumer - A person who uses goods or services for his own needs.

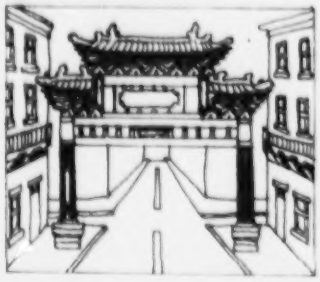
cycle - A series of events that always happen in the same order and return to the original position.

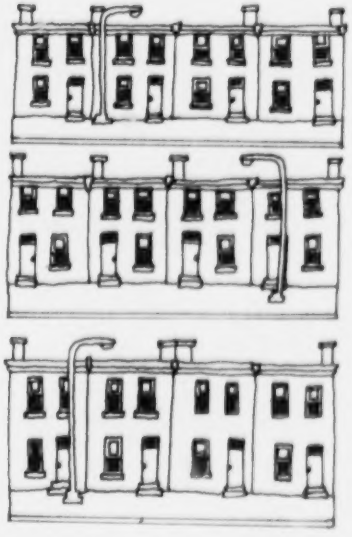
distribute - To divide and deal out in shares; to hand out.

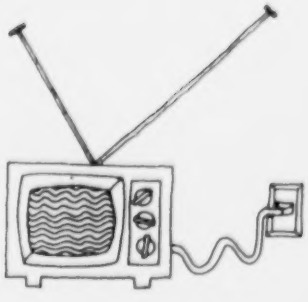
diverse - Distinctly different; not alike.

dubbed - To give a name or nickname to: They dubbed him "Tiny."

economics - The science that deals with the production, distribution and use of goods and services. It includes the study of money, wages, taxes, etc.







ethnic - Of, having to do with, or belonging to a specific group of mankind, whose members share the same culture, language or customs.

heritage - Inherited things, as property, characteristics or a tradition and belief handed down from the past.

immigrant - A person who comes to a new country in order to settle.

inhabit - To live in as a home; occupy: Deer inhabit the forest.

invest - To put (money) to use in order to make a profit. Buying a business, a property or stocks are ways of investing. The investor is the person or company doing the investing. The investment is the business or property in which they invest their money.

Kalmuck - A member of a group of Mongolian peoples living in the Kalmuck Autonomous Soviet Socialist Republic, a state in the Soviet Union.

linkage - Anything which serves to connect or join.

manufacture - To make (a product), especially on a large scale and with machinery.

market - A country or geographical area where one can buy or sell. Example: the Canadian market.

native - Originating in a particular place or country.

neighborhood - A small area or section of a city or town, often having a distinctive quality or character.

network - Any system having parts that cross or are connected somewhat like the cords of a net.

operation - (business) Any specific plan or project.

pharmaceuticals - Products which are related to or have to do with drugs or pharmacy.

pharmacy - The science or business of preparing and selling medicines.

profit - The amount of money gained in a business transaction after deducting all expenses.

resource - A supply of something which can be used or drawn on. Example: natural resources; financial resources; resources of strength

technology - The application of scientific and industrial skills to practical use.

ANSWER KEY

							X			
	M	W	A	N	A	F	U	N	Z	I
		I	S	T	U	D	E	N	T	E
	I		C				S			
D		E	E	N			H			
E			S	T	E		E		S	E
E		F	T	U	U	R	N		T	T
M		O	U		K	D	G		U	N
L		R	D			A	I	O	D	A
H		S	I				G	A	E	D
A	A	K	A	D	E	M	I	K	N	U
T		E	N						T	T
		R	T							S
	T	N	E	Y	D	W	E	T	S	E

The Word "STUDENT" in Many Languages
SEARCH AND FIND

1. étudiant (French)
2. studente (Italian)
3. estudiante (Spanish)
4. akademik (Polish)
5. ogrenci (Turkish)
6. mwanafunzi (Swahili)
7. forsker (Norwegian)
8. gakusei (Japanese)
9. xuéshēng (Chinese)
10. estudante (Portuguese)
11. stew-dyent (Russian)
12. tahlmeed (Hebrew)
13. student (English, German, Swedish, Danish, Dutch)

CHAPTER IV, Philadelphia and International Business, Exercise A:

1. France
2. Great Britain
3. West Germany
4. Canada
5. United Arab Emirates.

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